

**BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA**



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Order Instituting Rulemaking to Implement Electric
Utility Wildfire Mitigation Plans Pursuant to Senate
Bill 901 (2018).

Rulemaking 18-10-007
(Filed October 25, 2018)

**BEAR VALLEY ELECTRIC SERVICE (U 913 E)
2020 WILDFIRE MITIGATION COMMUNITY OUTREACH SURVEY RESULTS**

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December 31, 2020

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BEAR VALLEY ELECTRIC SERVICE (U 913 E) 2020 WILDFIRE MITIGATION COMMUNITY OUTREACH SURVEY RESULTS

In accordance with the California Public Utilities Commission (“Commission”) Decision on Community Awareness and Public Outreach Before, During and After a Wildfire, and Explaining Next Steps for Other Phase 2 Issues (Decision (“D.”) 20-03-004), Bear Valley Electric Service (“BVES”), provides the results from its independent survey assessing the effectiveness of its community outreach in 2020.

I. Introduction

On March 18, 2020, the Commission issued D.20-03-004 addressing Phase 2 of Rulemaking (“R.”) 18-10-007 on electrical corporations’ Wildfire Mitigation Plans and requiring all electrical corporations to conduct outreach to communities and the public, before, during, and after a wildfire event in all languages “prevalent” in their respective service territories.

Ordering Paragraphs No. 14 and No. 16 of D.20-03-004 direct both Investor Owned Utilities (“IOUs”) and Small and Multi-Jurisdictional Utilities (“SMJUs”) to demonstrate the effectiveness of their wildfire communications and outreach through the use of surveys and other metrics. Ordering Paragraph No.16 specifically states that “For the 2020 wildfire season, the Investor Owned Utilities and Small and Multi-Jurisdictional Utilities shall prepare, file, and serve independent survey results that assesses the effectiveness of their

community outreach in 2020. The survey results must be filed no later than December 31, 2020.”

For the 2020 survey, Liberty Utilities (CalPeco Electric) LLC (“Liberty”), BVES, and Pacific Power, d.b.a PacifiCorp (“PacifiCorp”) – collectively known as the Small and Multijurisdictional Utilities (“SMJUs”) – collaborated on the survey required by D.20-03-004. The SMJUs contracted MDC Research (“MDC”) to standardize and conduct the surveys.¹ MDC has designed a survey to collect information on the effectiveness of BVES’ Wildfire Mitigation Plan (“WMP”) and Public Safety Power Shutoff (“PSPS”) related outreach for 2020. The research is intended to measure the public’s awareness of messaging related to wildfire preparedness and safety. Pursuant to Ordering Paragraph No. 16 of D.20-03-004, BVES reports the results of its survey below. The full report of the 2020 WMP Outreach Survey is presented in Attachment A.

II. BVES 2020 Wildfire Mitigation Outreach Survey

Data gathering began on October 27, 2020 and closed on November 25, 2020. Respondents to the research were BVES’ customers and Community Based Organizations (“CBO”) in BVES’ service territory. The research was administered using a mixture of online web-based surveys and phone surveys. Customers were surveyed at random from BVES’ customer records. Customers were invited to participate in online surveys via emails issued by MDC. In order not to turn away willing customers, BVES did not establish a quota for both the online and phone surveys. The phone survey was conducted for customers without email addresses available. Interviews with CBO were conducted by a trained moderator and lasted approximately 30 minutes.

¹ See ALJ Fogel August 21, 2020 Ruling.

Both online and phone surveys were available in English or Spanish. Customers could participate in their language of choice.

BVES received a total of 392 responses, including 30 responses from critical customers (i.e. customers with medical needs). Of the 392 responses, 80 phone surveys were completed, and 312 web surveys completed. One interview was conducted with a government agency. No interviews were conducted with CBOs due to lack of interest. A copy of BVES' survey questions is provided in Attachment B.

III. Key Survey Results

BVES' survey received a total 392 responses. 388 or 99% responses are from residential customers, and 4 or 1% of responses are from commercial customers.

Survey Summary:

- The majority (58%) of respondents are aware ("Recallers") of BVES communications about wildfire safety. 42% of respondents stated they were not aware of any communication ("Non-Recallers").
- Recallers cited "Direct Mail" as the primary source of communication. The second and third sources for awareness are "Bill Insert" and "Email" communications, respectively.
- Older customers are more likely than younger customers to prefer "Bill Insert" and "Email" communications for information.
- One third of Recallers cite BVES as the source of wildfire communication. The most recalled messages are about "personal preparedness" and "vegetation management".
- "Email" and "Bill Insert" communications are seen as most useful and clear. "TV news" and "Radio" based communications are seen as least useful and clear.
 - Despite being rated as least useful and clear, "TV news" and "Radio", along with "Social networking" based communications are the most frequently viewed by respondents.

- Customer have taken preventative action. 86.00% of respondents have taken action to help prepare for wildfire events. The most common preventative action taken is vegetation management. Other preventative measures are minimal.
- Overall, customers are most aware of BVES' vegetation management efforts.
- Only 49% of respondents recall the "Public Safety Power Shutoff" or "PSPS" statement.
- Overall, 74% of respondents have an understanding of "PSPS".
- In general, 43% of respondents are aware that their contact information with BVES can be updated. Of these respondents, 53% of Recallers and 27% of Non Recallers are aware that their contact information can be updated. Most of them did update their contact information.
- Only one fifth of respondents are aware of whether their premise (residential or commercial) is located in a PSPS area.
- 13% of respondents are aware that maps are available on BVES' website to show the outline of PSPS zones.
- Critical customers, i.e. customers with medical needs, are more likely to know whether their premise is in a PSPS area.
- In terms of outreach and engagement satisfactions (on a scale of 1 to 10):
 - On average approximately 25% report satisfaction (likely to report score of 9-10).
 - On average approximately 19% report satisfaction (likely to report score of 7-8).
 - On average approximately 30% report neutral (likely to report score of 5-6).
 - On average approximately 13% report dissatisfaction (likely to report score of 3-4).
 - On average approximately 13% report dissatisfaction (likely to report score of 1-2).

- Out of randomly selected respondents, 17% stated they require electricity for medical purposes.
- Customers prefer communication to be conducted in English.
- Only 2 respondents stated alternative languages as their preferred language.
- 99% of respondents stated communication in another language may be helpful.
- Most respondents are at least 45 years old.

In general, BVES' customers are aware of wildfire dangers and BVES' announcement about these risks. Customer responses suggest there is interest to learn more about wildfire prevention and mitigation efforts, especially when the information comes in convenient forms such as email communication and bill inserts via mail.

Community Interviews:

- No interviews were conducted with CBOs due to lack of interest by CBOs.
- One interview was conducted with a governmental agency. A summary of the interview is provided below:
 - Interviewee expressed that the agency has a good relationship with BVES.
 - Communication between the agency and BVES is at leadership level.
 - Interviewee felt that that information may not be swift, easily accessible and targeted. The interviewee is willing to assist BVES in the dissemination of information related to wildfires, PSPS and critical events.
 - Interviewee added that communication from BVES regarding PSPS should be timely, precise, and transparent. The interviewee noted that residents would be more receptive to power outage events when communication is transparent. However, interviewee noted at the time of this interview that the recent PSPS event was well communicated and timely. It should be noted that BVES has never had a full PSPS event.

- Interviewee expressed that residents should be prepared for emergencies and the agency can do more to help spread information from and about BVES.
- Interviewee noted that governmental agencies in BVES service territory should provide unified and consistent information about potential high fire threat event.
- Interviewee agreed that there is a need for a registry of special needs and vulnerable individuals to make sure the most critical individuals can be reached during emergency events.
- Interviewee noted that within the agency English and Spanish are the main languages for communication. However, communication outside the agency is typically only in English.

IV. Discussion

BVES has never had a full PSPS event in its service territory. Based on the survey results and sample size, BVES believes its outreach and communication is at an acceptable level. However, the levels of outreach/communication awareness penetration can increase. BVES consistently advertises wildfire and PSPS awareness on local radio, local newspapers, and community outreach events, on its website and social media page, as well as direct mail campaigns to customers.

The following tables show the frequency and number of outreach events by method of communications.

Table 1. WMP/PSPS Tracking for Radio

Date	Method of Communication	Title of Document/Communication
August 4 through 8, and 20, 2020	Radio	PSPS
September 2, 15, 8, 11, 15, 18, 21, 24, and 27, 2020	Radio	WMP
October 10, 15, 20, 24, and 26, 2020	Radio	WMP
October 1 through October 27, 2020	Radio	Two-Way Emergency Text
October 19 through October 30 th , 2020	Radio	Grid Reliability Meeting
November 2, 3, 4, 5, 7, 8, 10, 13, and 15, 2020	Radio	Two-Way Emergency Text
November 1, 11, and 17, 2020	Radio	WMP

Table 2. WMP/PSPS Tracking for Newspaper

Date	Method of Communication	Title of Document/Communication
February 12, and 19, 2020	Newspaper	Fire Safe Council Meeting
July 8, 15, and 22, 2020	Newspaper	WMP
August 12, 2020	Newspaper	WMP
October 7, 2020	Newspaper	WMP
October 21, and 28, 2020	Newspaper	Two-Way Emergency Text

Table 3. WMP/PSPS Tracking Outreach Events

Date	Method of Communication	Title of Document/Communication
February 12, and 19, 2020	Newspaper	Fire Safe Council Meeting
February 25, 2020	Facebook	Notification of kickoff meeting of local fire safe council
August 3, 2020	Website	Advertised virtual community events for BVES's Policies and Procedures for PSPS event on August 7, 12 and 20, 2020
August 17, 2020	Facebook	Reminder of Community Briefing on PSPS event on August 20, 2020
August 20, 2020	Facebook	Reminder of Community Briefing on PSPS event on August 20, 2020
October 19 through October 30, 2020	Radio	Grid Reliability Meeting
November 19, 2020	Website	Reliability Announcement of Public Meeting on December 3, 2020

Table 4. WMP/PSPS Tracking for Facebook

Date	Method of Communication	Title of Document/Communication
February 7, 2020	Facebook	Fire Safety
February 11, 2020	Facebook	Fire Safety
February 25, 2020	Facebook	Notification of kickoff meeting of local fire safe council
March 1, 2020	Facebook	Fire Safety
March 9, 2020	Facebook	Fire Safety
April 14, 17, 21, 26 and 30 , 2020	Facebook	Notification of Customer WMP Survey
May 4, and 7, 2020	Facebook	Notification of Customer WMP Survey
May 8, 2020	Facebook	Notification of Planned Outage
June 6, 2020	Facebook	Fire Safety
June 7, 2020	Facebook	2020 WMP Plan information
June 17, 2020	Facebook	Fire Safety
July 29, 2020	Facebook	2020 WMP Plan information
August 7, 2020	Facebook	Upcoming - Two-Way Emergency Text Communications
August 17, 2020	Facebook	Reminder of Community Briefing on PSPS event on August 20, 2020
August 19, 2020	Facebook	Upcoming - Two-Way Emergency Text Communications
August 20, 2020	Facebook	Reminder of Community Briefing on PSPS event on August 20, 2020
August 24, 2020	Facebook	News Letter included information for: 2020 WMP and PSPS information
August 27, 2020	Facebook	Upcoming - Two-Way Emergency Text Communications
September 8, 2020	Facebook	Fire Safety
September 18, 2020	Facebook	Notification of SCE Possible PSPS event
September 19, 2020	Facebook	Upcoming - Two-Way Emergency Text Communications
September 29, 2020	Facebook	PSPS Plan information notification
October 1, 2020	Facebook	Notification of posted recording of PSPS Community Brief
October 10, 2020	Facebook	Upcoming - Two-Way Emergency Text Communications
October 28, 2020	Facebook	Notification of upcoming Wildfire Test Survey
October 30, 2020	Facebook	Fire Safety
November 6, 2020	Facebook	Updated SCE PSPS consideration

December 10, 2020	Facebook	SCE Possible PSPS event on December 10, 2020 through December 11, 2020
December 11, 2020	Facebook	Notification of SCE cancellation of possible PSPS

Table 5. WMP/PSPS Tracking for Direct Mail

Date	Method of Communication	Title of Document/Communication
October 13,2020	Direct Mail	AFN Mailer
November 6, 2020	Direct Mail	WMP/PSPS Flyer

BVES encourages customers to maintain up to date contact information with the utility. This allows BVES to better communicate with customers. BVES has asked several agencies to share information; however, there is hesitation due to privacy concerns.

As shown in the survey results, respondents frequently recall messages from social media outlets which suggests a changing demographic. BVES has increased its social media presence with this messaging. BVES' mail and email communications are the preferred areas for customers to receive information from BVES. BVES sends direct messages throughout the year to each customer on record.

BVES will continue to utilize its website to house pertinent wildfire and PSPS information. With a small service territory it is likely that customers may not realize that BVES plans to shut off power to select circuits should the need ever arise.

BVES is pleased that its customers are taking their own proactive measures to help prevent wildfires.

V. Conclusion

BVES appreciates the thorough and thoughtful directives prepared by the Commission regarding wildfire safety related outreach. BVES supports the Commission's effort in developing and improving detailed and helpful wildfire mitigation programs and guidance, and hopes that

any policies will increase the effectiveness of utility response and help protect communities and utilities.

Respectfully submitted,

/s/Paul Marconi

December 31, 2020

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ATTACHMENT A

BEAR VALLEY ELECTRIC SERVICE, INC.

2020 Wildfire Outreach Survey Report



Wildfire Messaging Awareness

Prepared by

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MDC Research



Objectives & Methodology

The **overall objective** of this research was to measure the public's awareness of messaging related to wildfire preparedness and safety. Specific research objectives include:

- Measure awareness of Bear Valley Electric Service (BVES) messages related to wildfire preparedness
- Identify recall of specific message topics
- Identify recall of message channels
- Measure recall and understanding of Public Safety Power Shutoff or PSPS
- Evaluate sources customers are most likely to turn to for information about PSPS
- Explore actions taken by customers to prepare for wildfire season
- Measure awareness of BVES's efforts to reduce the risk of wildfires

Target Audience

- BVES residential and business customers in California
- BVES critical customers

Methodology

- Customers were surveyed at random from BVES customer records, targeted for either phone or web administration
- Surveys available to customers in English and Spanish
- A total of 392 surveys, including 30 from critical customers, were completed between October 27 and November 25, 2020
 - Phone: 80 completed surveys
 - Web: 312 completed surveys



Key Findings

58% are aware of wildfire safety communications. BVES is the primary source for wildfire preparedness information, and **personal preparedness** and **vegetation management** are the most common messages recalled.

Direct mail is the most commonly recalled channel for wildfire preparedness communication; bill inserts, email, and the BVES website make up the next most common tier of information channels. Email is rated as most useful and clear source of communication, while communications are seen most frequently on social networking sites.

86% have taken action to prevent wildfires or to prepare their home or business for the event of a wildfire. **Trimming vegetation around properties or removing debris** are the most common actions taken.

Only 79% of Non-Recallers say they have taken any action, compared to 92% of Recallers.

54% are aware of BVES's efforts to prune vegetation around power lines in higher-risk areas.

Recallers are more likely than Non-Recallers to be aware of BVES's efforts to reduce the risk of wildfire.

49% recall seeing, hearing or reading the phrase “Public Safety Power Shutoff or PSPS.” **TV News** is the main channel for seeing/hearing about PSPS, especially among customers 45 and older.

38% would first turn to the **BVES website** for information about a PSPS event.

74% understand the following statement about PSPS: “for areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather.”

43% are aware they can **update their contact information with BVES**, and just over half of those have done so.

Only **one in five** knows **whether their address is in PSPS area**, and **13% are aware** of a **PSPS map** on BVES's website.

Over **two in five are satisfied with the outreach and engagement** they receive; Recallers are significantly more likely than Non-Recallers to be satisfied.

Among those reporting that they **rely on electricity for medical needs** a **third are aware of additional notices from BVES**.

All but three customers for whom English is not their primary language prefer to receive communications in English.



Recommendations

- Continue to promote BVES's efforts to reduce the risk of wildfire, focusing especially on systems hardening, including inspections, covered conductors, wood pole alternatives, additional control devices, and weather monitoring points
- Increase messaging around preparing an emergency kit, irrigation, a readiness plan, and purchasing fire extinguishers, as customers are considerably less likely to have taken these actions, relative to vegetation management
- Utilize direct mail, bill inserts, email, and BVES website as the channels for communications about wildfire preparedness and safety; consider increasing BVES presence on social media to reach wider audience
- Leverage TV news and social networks to educate consumers about PSPS events, and make special effort to reach those with medical conditions requiring electricity
- In order to increase awareness of whether customers live/work in a PSPS area, consider adding a link to the PSPS map to the homepage and the wildfire mitigation page (in addition to the PSPS page) on the BVES website for wider access



Wildfire Safety Communications Awareness

- Almost three in five have seen or heard communications about wildfire safety in the past year
- Demographically, there are no significant differences between Recallers and Non-Recallers

Communication Awareness



	Recallers	Non-Recallers
Gender	Male – 49% Female – 45%	Male – 57% Female – 39%
Age	18-54 – 24% 55-64 – 32% 65+ – 39%	18-54 – 27% 55-64 – 30% 65+ – 39%
Median Income	\$108K	\$101K
Home Ownership	Rent – 6% Own – 91%	Rent – 11% Own – 85%
Primary Language is not English	27%	23%
Responded they Rely on Electricity for Medical Needs	15%	19%

Bold denotes statistically significant difference between Recallers and Non-Recallers

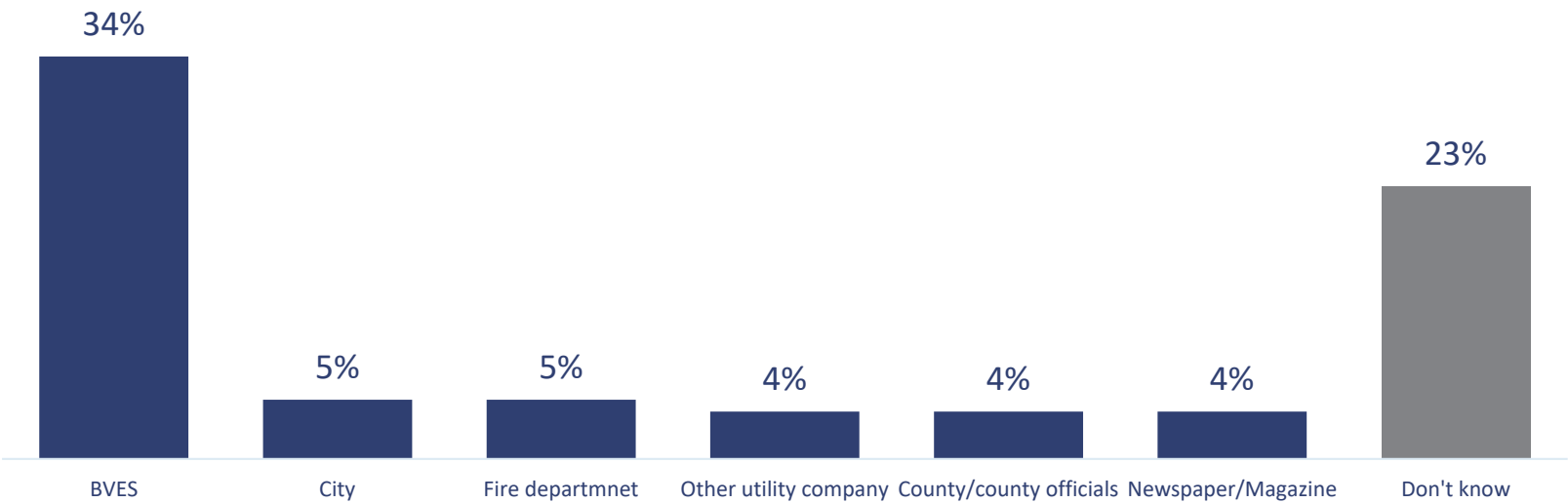
Communication Recall

(among those aware of communications)

Sources of Wildfire Preparedness Communications

- Of those aware of communications, one third (34%) mention BVES as the source of wildfire preparedness communication
- One in four (23%) are not aware of the source of communication

Wildfire Preparedness Communications Sources
(among those who recall communication)

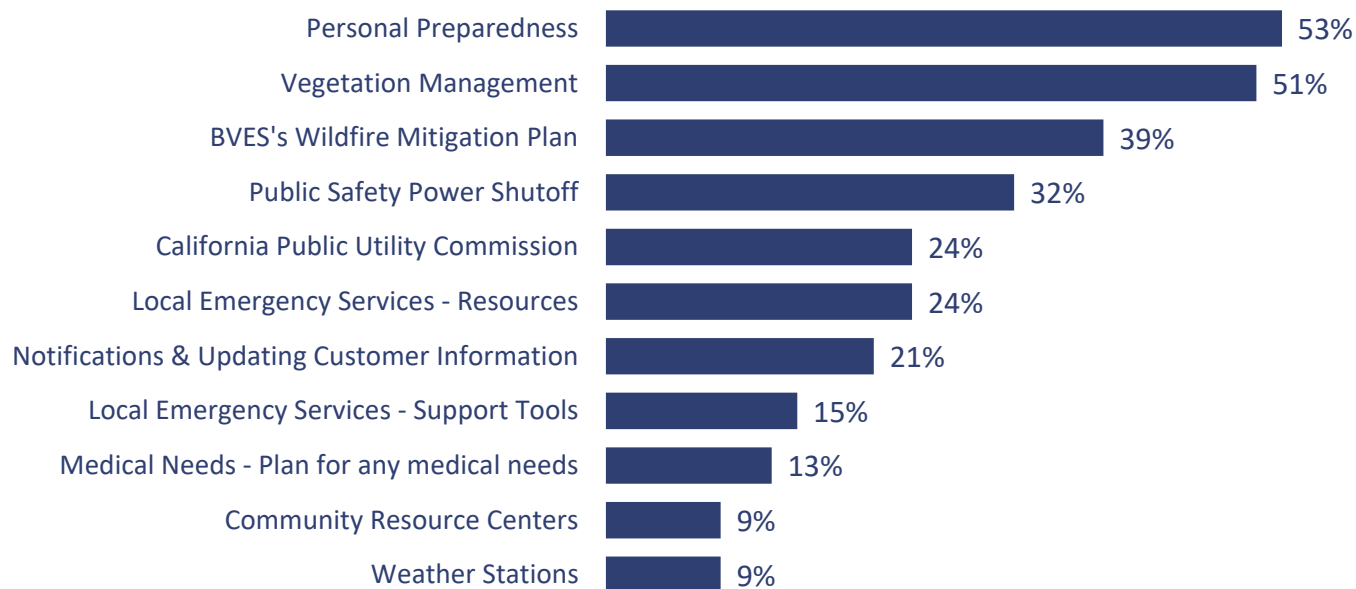


Wildfire Preparedness Communications Messages

- Of those who recall communications, just over half recall messages about personal preparedness (53%), followed closely by vegetation management (51%)
- Those **65 years and older** are more likely than younger customers to recall messages about BVES's wildfire mitigation plan (**48%** vs. 33%)

Communications Messages Recalled

(among those who recall communication)

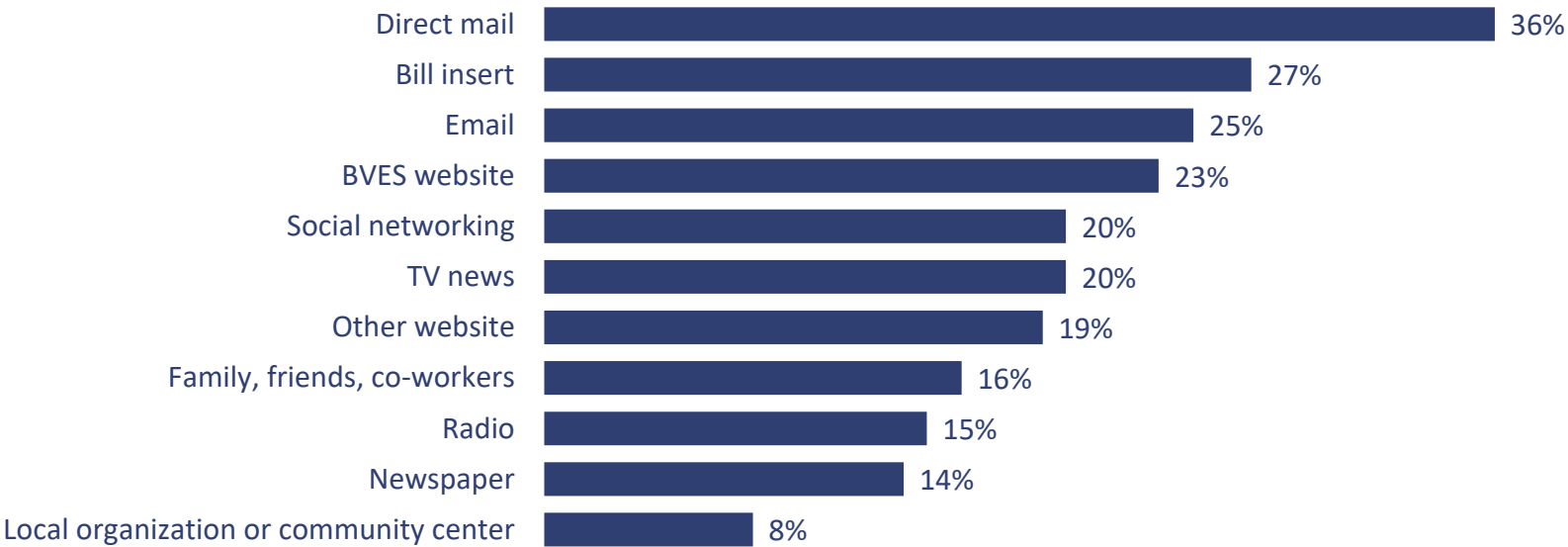


Information Channels for Wildfire Communications

- Over a third (36%) of those who recall communications recalled seeing or hearing wildfire preparedness communication via direct mail
- Those **age 45 and older** are more likely than younger respondents to mention bill insert (29% vs. 9%) and email (27% vs. 5%)

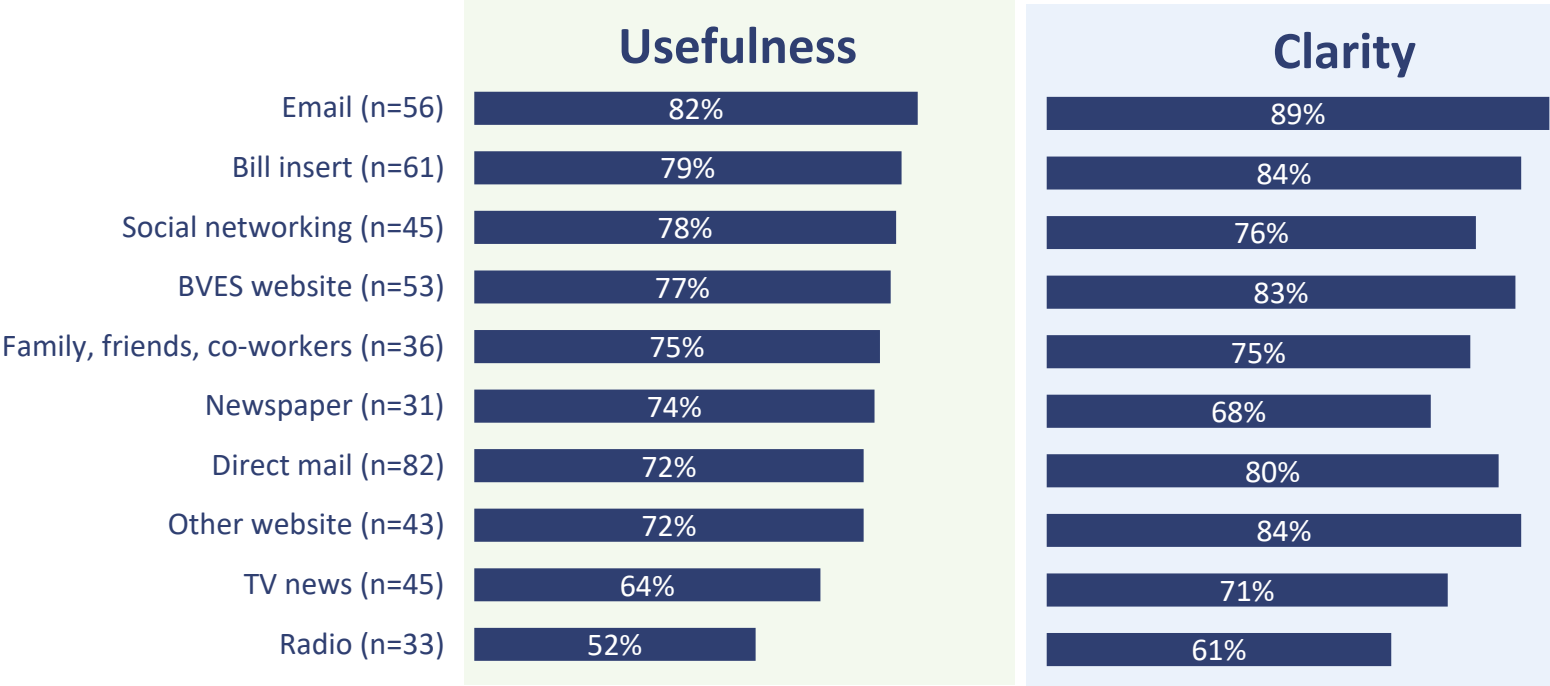
Information Channels for Wildfire Preparedness Communications

(among those who recall communication)



Information Usefulness and Clarity

- Respondents consider all sources of information useful and clear, although TV news and radio are considered least useful
- Email is rated as most useful and most clear source of communication (82% useful and 89% clear)



Q4A

How useful was the information about wildfire preparedness from each of these sources? (n=227; Aware of Communication)

Q4B.

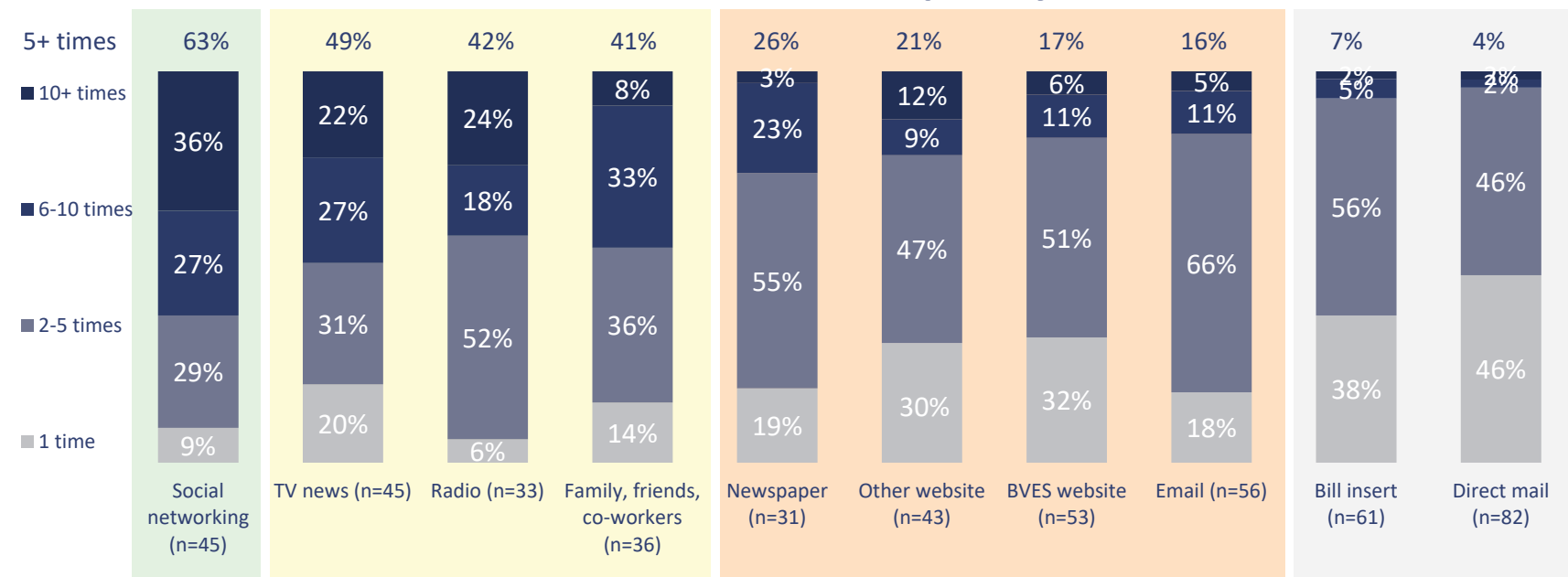
How would you rate the clarity of the information about wildfire preparedness from each of these sources? (n=227; Aware of Communication)



Communication Frequency

- Respondents say they see messages most frequently about wildfire preparedness on social networks, just under two thirds saw them at least five times during the last six months, TV news, radio, and word of the mouth make up the next tier of frequency

Communication Frequency

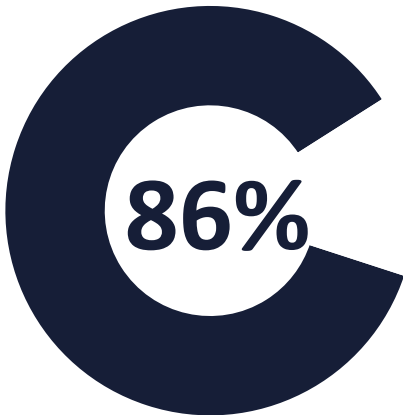


Wildfire Preparedness Actions Taken

Wildfire Preparedness

- Just under nine in ten (86%) have taken actions to prevent or prepare their home or business in the event of a wildfire, most commonly trimming vegetation around their home or property, or removing debris
- **Recallers** are more likely than Non-Recallers to say they have taken actions (**92%** vs. 79%)

Took Actions to Prevent or Prepare for a wildfire



Actions Taken <i>(among those taking action)</i>	Total (n=339)	Recallers (n=208)	Non-Recallers (n=131)
Trimmed vegetation around home or property/Removed debris	94%	93%	95%
Prepared an emergency kit	5%	7%	2%
Prepared an emergency readiness plan and contact information	3%	4%	2%
Watering/installed watering systems	2%	1%	4%
Replace roof	2%	2%	2%
Prepared fire extinguishers	2%	1%	3%

Q6
Q6A

In the past year, have you taken any actions to prevent or prepare your home or business in the event of a wildfire? (n=392; Total)
What actions have you taken in your home or business to prevent or prepare in the event of a wildfire? (n=339; Took actions)

Bold denotes statistically significant difference between Recallers and Non-Recallers

Awareness of BVES's Efforts

- Just over half are aware of BVES pruning vegetation around power lines in higher-risk areas (54%)
- **Recallers** are significantly more likely than Non-Recallers to be aware of BVES's efforts to reduce the risk of wildfire (**83%** vs. 61%), and significantly more likely to mention every effort taken

Awareness of BVES's Efforts to Reduce Wildfire Risk		Recallers (n=227)	Non-Recallers (n=165)
Pruning vegetation around power lines in higher-risk areas	<div></div> 54%	66%	38%
Investing in covered conductors, wood pole alternatives, and additional control devices	<div></div> 17%	22%	10%
Enhancing utility corridor access and clearance	<div></div> 17%	22%	10%
Performing more frequent inspections by air and ground to ensure facilities are able to operate as expected	<div></div> 16%	20%	10%
Installing local weather monitoring points and sharing data collected by local weather and fire teams	<div></div> 8%	11%	4%
I am not aware of any efforts	<div></div> 26%	17%	39%

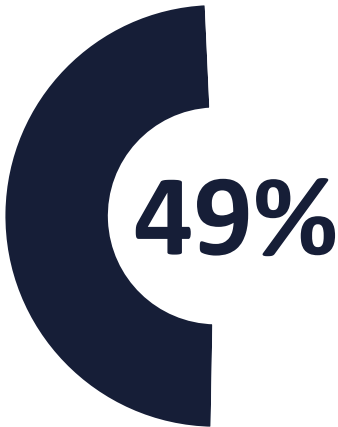
Bold denotes statistically significant difference between Recallers and Non-Recallers

Awareness of Public Safety Power Shutoff

PSPS Awareness

- Half recall seeing, hearing or reading the phrase "Public Safety Power Shutoff or PSPS" (49%); **Recallers** are more likely than Non-Recallers to be aware of PSPS (**59%** vs. 36%), and are more likely to recall seeing PSPS via bill inserts and on the BVES website
- TV News is the most common source of PSPS communication, especially among older respondents (**49% among 45+** vs. 26% among younger than 45); **those 45 and older** are also significantly more likely than the younger audience to mention direct mail (**17%** vs. 4%)

PSPS Recall



Sources of PSPS Communications

(among those who recall PSPS)

		Recallers (n=134)	Non-Recallers (n=60)
TV News	46%	50%	38%
Social networking	26%	22%	33%
Email	20%	22%	17%
Radio	20%	20%	18%
Other website	19%	18%	22%
Bill insert	19%	22%	10%
BVES website	18%	22%	8%
Direct mail	16%	19%	10%
Newspaper	13%	13%	12%
Family, friends, co-workers	10%	11%	7%

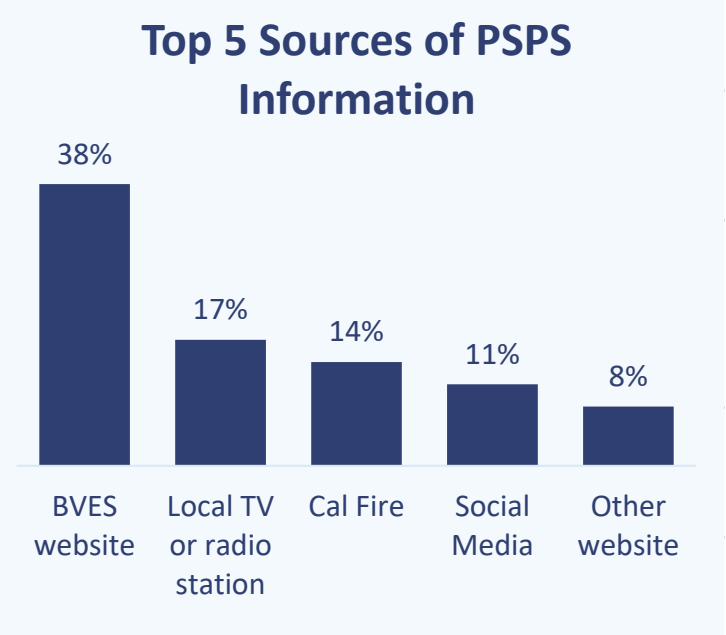
Q8
Q8A

In the past year, do you recall seeing, hearing or reading the phrase "Public Safety Power Shutoff or PSPS?" (n=392; Total)
Where do you recall seeing or hearing about Public Safety Power Shutoff information related to wildfire conditions? (n=194; Recall PSPS Communications)

Bold denotes statistically significant difference between Recallers and Non-Recallers

PSPS Awareness & Understanding

- Over a third (38%) would turn to the BVES website for information, and this percentage is significantly higher among **Recallers** than Non-Recallers (**44%** vs. 30%); those **45 years old and older** are more likely than the younger audience to mention local TV or radio station (**18%** vs. 5%)
- Three quarters understand that a PSPS means “for areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather” (74%)



PSPS Understanding	Total (n=392)	Recallers (n=227)	Non-Recallers (n=165)
For areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather.	74%	82%	62%
Before considering a Public Safety Power Shutoff the utility assesses several factors: dry trees and other fuel, winds, extremely low humidity, weather conditions, population density, real-time on-the-ground observations and input from local public safety and health agencies.	48%	55%	39%
A Public Safety Power Shutoff is a last resort by the utility in an effort to prevent a fast-moving, hard to fight wildfire to help ensure customer and community safety.	41%	43%	37%
The likelihood of a Public Safety Power Shutoff is reduced when the utility takes steps to harden the electric grid.	28%	34%	20%

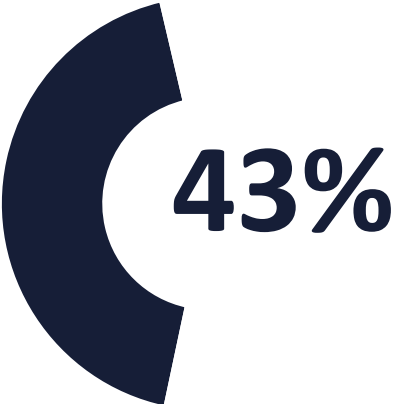
Q9 Which one of the following would you most likely turn to first for information about Public Safety Power Shutoff? (n=392; Total)
Q10. What is your understanding of a Public Safety Power Shutoff? (n=392; Total)

Bold denotes statistically significant difference between Recallers and Non-Recallers

Contact Information for PSPS

- Just over two in five (43%) are aware they can update their contact information with BVES; among **Recallers** awareness is higher than among Non-Recallers (**54%** vs. 27%)
- Half of those aware they can update their information have done so (55%); the share is higher among **Recallers** than in Non-Recallers (**60%** vs. 42%)

Awareness of Ability to Update Contact Information for PSPS



Have Updated Contact Information

(among those aware they can update contact info)



Q11
Q11A

Are you aware you can update your contact information with BVES to receive proactive notification prior to a Public Safety Power Shutoff? (n=392; Total)
Have you updated your contact information with BVES to receive notifications prior to a Public Safety Power Shutoff? (n=168; Aware of Information Update)

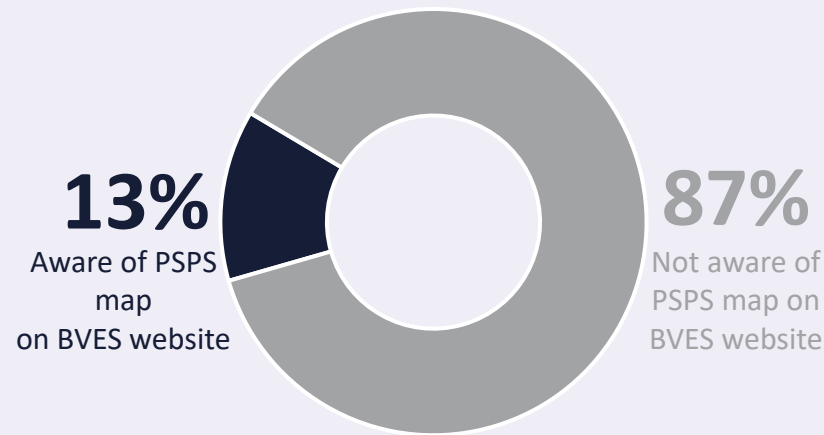
Awareness of PSPS Location Status

- One in five knows whether their address is in a PSPS area (20%); awareness is higher among **Recallers** than Non-Recallers (**26%** vs. 13%)
- Just over one in ten (13%) are aware of a map on BVES's website (**16% of Recallers** and 7% of Non-Recallers)

Awareness of Address in PSPS Area



Aware of PSPS Map on BVES website

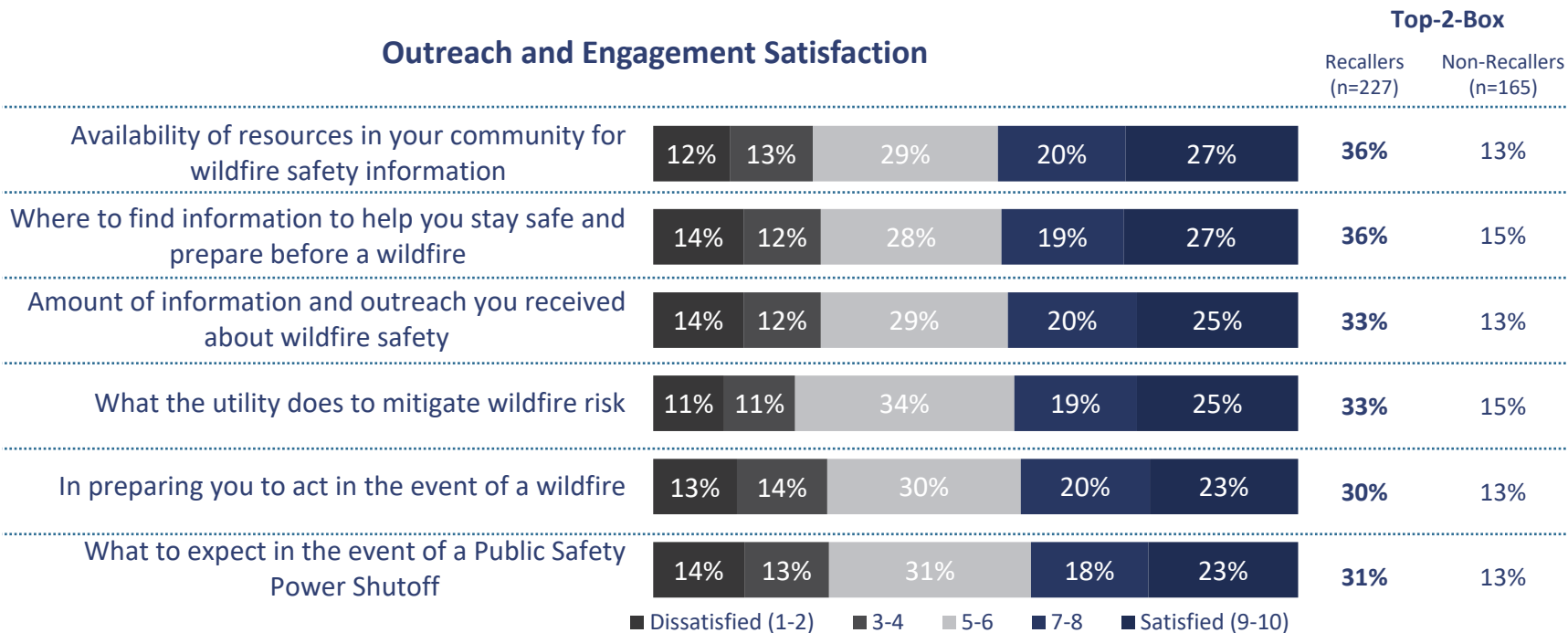


Q12 Do you know whether your address is located in a Public Safety Power Shutoff area? (n=392; Total)
Q13 Are you aware of a map on BVES's website where you can check whether your address is located in a Public Safety Power Shutoff area and the status? (n=392; Total)



Outreach and Engagement Satisfaction

- Over two in five are satisfied (7-10 ratings) with the outreach and engagement they receive; Recallers are significantly more likely than Non-Recallers to be satisfied



Bold denotes statistically significant difference between Recallers and Non-Recallers

QSAT1. On a scale of 1 to 10, with 1 being not at all satisfied and 10 being very satisfied, how satisfied are you with the outreach and engagement you receive? (n=392; Total)

Medical Needs and Language Preferences

One in six (17%) responded that they rely on electricity for medical needs; there is not a significant difference in the proportion of Recallers and Non-Recallers who rely on electricity for medical needs (15% vs. 19%); **critical customers** are significantly more likely than randomly selected customers to rely on electricity for medical needs (**80% vs. 12%**)

Over third (35%) of those relying on electricity for medical needs are aware BVES provides additional notices prior to a PSPS event; compared to general audience **critical customers** are significantly more aware (**54% vs. 24%**)

English is not a primary language for one in four customers (26%), but is still preferred for communications for most respondents (99%)

- Compared to general audience, significantly fewer **critical customers** say English is not their primary language (**10% vs. 27%**)
- Spanish and Vietnamese are each mentioned by one respondent as the preferred language

All but three (99%) state it would not be helpful for them or somebody in their household to receive communication in another language, although those who said “yes” mentioned English as the preferred language

Q14 Does anyone in your home or business rely on electricity for medical needs/equipment? (n=392; Total)

Q14A Are you aware that BVES provides additional notices prior to a Public Safety Power Shutoff to households that have medical needs/equipment? (n=66; Rely on electricity for medical needs)

Q15 Is your primary language other than English? (n=392; Total)

Q16 Would it be helpful for you or anyone else in your household to receive communications in another language? (n=392; Total)

Q16A If yes, what would that preferred language be? (n=3; Would be helpful to receive communications in another language)

Q16B What is your preferred language to receive communications? (n=392; Total)



Critical Customers Summary

Key Metrics

	Random Customer (n=362)	Critical Customer (n=30)
Aware of Wildfire Safety Communications	58%	57%
Aware of Communications from BVES (among those aware)	34%	29%
Took Action to Prevent or Prepare for a Wildfire	86%	87%
Recall PSPS	49%	60%
Would Turn to BVES Website for PSPS Info	39%	23%
Aware of Ability to Update Contact Info for PSPS	43%	40%
Know if Address is in PSPS Area	17%	57%
Satisfied with Availability of Resources in Community for Wildfire Safety Info	45%	60%
Aware of Additional PSPS Notices for Those with Medical Need (among those with medical need)	24%	54%

Bold denotes statistically significant difference between Random and Critical Customers



Demographic Profiles

	Random Customer (n=362)	Critical Customer (n=30)
Gender	Male – 53% Female – 43%	Male – 50% Female – 43%
Age	18-54 – 25% 55-64 – 31% 65+ – 38%	18-54 – 20% 55-64 – 27% 65+ – 50%
Median Income	\$110K	\$34K
Home Ownership	Rent – 7% Own – 90%	Rent – 20% Own – 77%
Primary Language is not English	27%	10%
Responded they Rely on Electricity for Medical Needs	12%	80%

Bold denotes statistically significant difference between Random and Critical Customers



Demographic Profiles

Respondent Profiles

Gender	Total (n=392)	Recallers (n=227)	Non-Recallers (n=165)
Male	53%	49%	57%
Female	43%	45%	39%
Age			
18 to 24	<1%	--	1%
25 to 34	2%	2%	3%
35 to 44	9%	8%	10%
45 to 54	14%	14%	13%
55 to 64	31%	32%	30%
65 or over	39%	39%	39%
Prefer not to say	5%	5%	4%

Renter/Home owner	Total (n=392)	Recallers (n=227)	Non-Recallers (n=165)
Own	89%	91%	85%
Rent	8%	6%	11%
Prefer not to say	3%	3%	4%
Household Income			
Less than \$20,000	5%	4%	5%
\$20,000 to \$39,999	9%	9%	10%
\$40,000 to \$59,999	7%	6%	7%
\$60,000 to \$89,999	9%	8%	11%
\$90,000 to \$129,999	15%	15%	16%
\$130,000 to \$199,999	12%	13%	11%
\$200,000 or more	14%	13%	16%
Prefer not to say	28%	32%	24%

Q17

Q18

Q19

Q20

What is your gender? (n=392; Total)

What is your age category? (n=392; Total)

Do you own or rent your home? (n=392; Total)

Which of the following best describes your annual household income? (n=392; Total)

Bold denotes statistically significant difference between Recallers and Non-Recallers

ATTACHMENT B

BEAR VALLEY ELECTRIC SERVICE, INC.

SMJU 2020 Wildfire Survey Final

Pacific Power**2020 Wildfire Outreach Web Questionnaire - DRAFT**

Date:	October 26, 2020
Universe:	General public, Pacific Power, Liberty and Bear Valley service areas in California
Sample size:	580 California residential and/or business customers (up to 500 web surveys, 50 random phone surveys, and 30 critical customer phone surveys)
Screener:	Head of household or business, most likely to contact utility company
Objective:	Measure the public's awareness and affinity for wildfire mitigation awareness

LANDING PAGE

MDC Research is conducting a survey on behalf of Pacific Power [Liberty, Bear Valley Electric Service] regarding their services and outreach.

This survey usually takes a few minutes. We are only interested in your opinions. We are not selling anything.

We thank you in advance for taking the time to help us serve you better.

To begin the survey, please click '>>>' below.

Q1 [Screener 1] Is Pacific Power [Liberty, Bear Valley Electric Service] your electricity provider?

- 1 Yes
- 2 No → **THANK & TERMINATE**
- 3 Prefer not to say → **THANK & TERMINATE**

Q2 Have you seen or heard any communications about wildfire safety in the past year?

- 1 Yes
- 2 No → **SKIP TO Q6**
- 7 I don't know → **SKIP TO Q6**

Q5 Who was the communication about wildfire preparedness from?

Q3 What were the messages of the communications you saw or heard about wildfire preparedness?

RANDOMIZE

Select all that apply.

- 11 Pacific Power's [Liberty's, Bear Valley Electric Service's] Wildfire Mitigation Plan
- 12 Public Safety Power Shutoff – De-Energization of Power, Maps
- 13 Weather Stations
- 14 Vegetation Management
- 15 System Hardening
- 16 Personal Preparedness – What to do when power is out, how to prepare emergency kits, defensible space, etc.
- 17 Local Emergency Services – Support Tools
- 18 Local Emergency Services – Resources
- 19 Notifications & Updating Customer Information
- 20 Medical Needs – Plan for any medical needs (e.g., meds needing to be refrigerated, devices requiring power)
- 21 Community Resource Centers available for information and support
- 22 California Public Utility Commission designation of high wildfire threat areas
- 99 Other: _____

Q4 Where did you see or hear the communications about wildfire preparedness? **RANDOMIZE**

Select all that apply.

- 11 Billboard
- 12 Bill insert
- 13 Community meeting or event
- 14 Direct mail
- 15 Family, friends, co-workers
- 16 Local organization or community center (senior citizen center, food bank, church, etc.)
- 17 Magazine
- 18 Newspaper
- 19 Radio
- 20 Social networking (e.g., blogs, Facebook, Twitter)
- 21 TV news
- 22 Trade publication
- 23 Website (Pacific Power, [Liberty, Bear Valley Electric Service])
- 24 Website (other than Pacific Power, [Liberty, Bear Valley Electric Service])
- 25 Email
- 99 Other: _____

Q4A How useful was the information about wildfire preparedness from are each of these sources?
Please use a scale of 1-5, where 1 is “not at all useful” and 5 is “extremely useful.”

	RECALL Q4 MENTIONS	Not at all useful 1	2	3	4	Extremely useful 5
A	Billboard	1	2	3	4	5
B	Bill insert	1	2	3	4	5
C	Community meeting or event	1	2	3	4	5
D	Direct mail	1	2	3	4	5
E	Family, friends, co-workers	1	2	3	4	5
F	Local organization or community center (senior citizen center, food bank, church, etc.)	1	2	3	4	5
G	Magazine	1	2	3	4	5
H	Newspaper	1	2	3	4	5
I	Radio	1	2	3	4	5
J	Social networking (e.g., blogs, Facebook, Twitter)	1	2	3	4	5
K	TV news	1	2	3	4	5
L	Trade publication	1	2	3	4	5
M	Website (Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
N	Website (other than Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
O	Email	1	2	3	4	5
P	Other (RECALL Q4=99)	1	2	3	4	5

Q4B How would you rate the clarity of the information about wildfire preparedness from are each of these sources? Please use a scale of 1-5, where 1 is “not at all clear” and 5 is “extremely clear.”

	RECALL Q4 MENTIONS	Not at all clear 1	2	3	4	Extremely clear 5
A	Billboard	1	2	3	4	5
B	Bill insert	1	2	3	4	5
C	Community meeting or event	1	2	3	4	5
D	Direct mail	1	2	3	4	5
E	Family, friends, co-workers	1	2	3	4	5
F	Local organization or community center (senior citizen center, food bank, church, etc.)	1	2	3	4	5
G	Magazine	1	2	3	4	5

H	Newspaper	1	2	3	4	5
I	Radio	1	2	3	4	5
J	Social networking (e.g., blogs, Facebook, Twitter)	1	2	3	4	5
K	TV news	1	2	3	4	5
L	Trade publication	1	2	3	4	5
M	Website (Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
N	Website (other than Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
O	Email	1	2	3	4	5
P	Other (RECALL Q4=99)	1	2	3	4	5

Q5A In the past 6 months, how often do you recall seeing, hearing or seeking messages about wildfire preparedness? For each source, please indicate the number of times you recall seeing, hearing, or seeking information about wildfire preparedness. Your best guess is fine.

	RECALL Q4 MENTIONS	Record Number of Times Recalled SHOW DROPDOWN: 1 time, 2-5 times, 6-10 times, 10+ times
A	Billboard	
B	Bill insert	
C	Community meeting or event	
D	Direct mail	
E	Family, friends, co-workers	
F	Local organization or community center (senior citizen center, food bank, church, etc.)	
G	Magazine	
H	Newspaper	
I	Radio	
J	Social networking (e.g., blogs, Facebook, Twitter)	
K	TV news	
L	Trade publication	
M	Website (Pacific Power, [Liberty, Bear Valley Electric Service])	
N	Website (other than Pacific Power, [Liberty, Bear Valley Electric Service])	
O	Email	
P	Other (RECALL Q4=99)	

Q6 In the past year, have you taken any actions to prevent or prepare your home or business in the event of a wildfire?

- 1 Yes
- 2 No → **SKIP TO Q7**
- 3 Prefer not to say → **SKIP TO Q7**

Q6A What actions have you taken in your home or business to prevent or prepare in the event of a wildfire?

99 RECORD: _____

DO NOT DISPLAY; FOR CODING USE ONLY

- 11 Trimmed vegetation around home or property
- 12 Prepared an emergency kit
- 13 Prepared an emergency readiness plan and contact information
- 14 Scanned key documents to the Cloud
- 15 Stored valuables in a safe or safety deposit box
- 16 Learned how to override my electric garage door opener
- 17 Updated contact information and/or signed up for notifications from Pacific Power
- 99 Other: _____
- 97 I don't know

Q7 What efforts by Pacific Power [Liberty, Bear Valley Electric Service] are you aware of to reduce the risk of wildfire? **RANDOMIZE**
Select all that apply.

- 11 Pruning vegetation around power lines in higher-risk areas
- 12 Enhancing utility corridor access and clearance
- 13 Performing more frequent inspections by air and ground to ensure facilities are able to operate as expected
- 14 Investing in covered conductors, wood pole alternatives, and additional control devices
- 15 Installing local weather monitoring points and sharing data collected by local weather and fire teams
- 99 Other: _____
- 97 I don't know
- 88 I am not aware of any efforts

Q8 In the past year, do you recall seeing, hearing or reading the phrase "Public Safety Power Shutoff or PSPS?"

- 1 Yes
- 2 No

Q9 Which one of the following would you most likely turn to first for information about Public Safety Power Shutoff? **RANDOMIZE; SINGLE MENTION**

- 11 Website (Pacific Power, Liberty, Bear Valley Electric Service)
- 12 Website (other than Pacific Power, Liberty, Bear Valley Electric Service)
- 13 Social Media
- 14 Local TV or radio station
- 15 State government
- 16 Federal government
- 17 Cal Fire
- 99 Other: _____
- 97 I don't know

Q10 What is your understanding of a Public Safety Power Shutoff? Please select all of the statements that are true about a Public Safety Power Shutoff.
Select all that apply.

- 11 For areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather.
- 12 A Public Safety Power Shutoff is a last resort by the utility in an effort to prevent a fast-moving, hard to fight wildfire to help ensure customer and community safety.
- 13 Before considering a Public Safety Power Shutoff the utility assesses several factors: dry trees and other fuel, winds, extremely low humidity, weather conditions, population density, real-time on-the-ground observations and input from local public safety and health agencies.
- 14 The likelihood of a Public Safety Power Shutoff is reduced when the utility takes steps to harden the electric grid.
- 99 Other: _____
- 97 I don't know

ASK Q8A IF Q8=1

Q8A Where do you recall seeing or hearing about Public Safety Power Shutoff information related to wildfire conditions? **RANDOMIZE**
Select all that apply.

- 11 Billboard
- 12 Bill insert
- 13 Community meeting or event
- 14 Direct mail
- 15 Family, friends, co-workers
- 16 Local organization or community center (senior citizen center, food bank, church, etc.)
- 17 Magazine
- 18 Newspaper
- 19 Radio
- 20 Social networking (e.g., blogs, Facebook, Twitter)
- 21 TV News

- 22 Trade publication
- 23 Website (Pacific Power)
- 24 Website (other than Pacific Power)
- 25 Email
- 99 Other: _____

Q11. Are you aware you can update your contact information with Pacific Power [Liberty, Bear Valley Electric Service] to receive proactive notification prior to a Public Safety Power Shutoff?

- 1 Yes
- 2 No → **SKIP TO Q12**
- 7 I don't know → **SKIP TO Q12**

Q11A Have you updated your contact information with Pacific Power [Liberty, Bear Valley Electric Service] to receive notifications prior to a Public Safety Power Shutoff?

- 1 Yes
- 2 No
- 7 I don't know

Q12 Do you know whether your address is located in a Public Safety Power Shutoff area?

- 1 Yes
- 2 No

Q13 Are you aware of a map on Pacific Power's [Liberty's, Bear Valley Electric Service's] website where you can locate Public Safety Power Shutoff areas?

- 1 Yes
- 2 No
- 7 I don't know

Q14. Does anyone in your home or business rely on electricity for medical needs/equipment?

- 1 Yes
- 2 No → **SKIP TO QPS1**

Q14a. Are you aware that Pacific Power [Liberty, Bear Valley Electric Service] provides additional notices prior to a Public Safety Power Shutoff to households that have medical needs/equipment?

- 1 Yes
- 2 No

ASK PS1-PS1B IF PACIFIC POWER, ELSE SKIP TO OSAT1

QPS1. Did you experience a Public Safety Power Shutoff (PSPS) in 2020?

- 1 Yes
- 2 No – **SKIP OSAT1**

QPS1a. Did you receive adequate notification and information to prepare for the Public Safety Power Shutoff?

- 1 Yes –**SKIP TO OSAT1**
- 2 No

QPS1b. What could have been improved?

99 RECORD: _____

QSAT1 On a scale of 1 to 10, with 1 being not at all satisfied and 10 being very satisfied, how satisfied are you with the outreach and engagement you received from Pacific Power [Liberty, Bear Valley Electric Service] regarding:

		Not at all satisfied 1	2	3	4	5	6	7	8	9	Very satisfied 10
A	Where to find information to help you stay safe and prepare before a wildfire	1	2	3	4	5	6	7	8	9	10
B	What the utility does to mitigate wildfire risk	1	2	3	4	5	6	7	8	9	10
C	Availability of resources in your community for wildfire safety information	1	2	3	4	5	6	7	8	9	10
D	What to expect in the event of a Public Safety Power Shutoff	1	2	3	4	5	6	7	8	9	10
E	In preparing you to act in the event of a wildfire	1	2	3	4	5	6	7	8	9	10
F	Amount of information and outreach you received about wildfire safety	1	2	3	4	5	6	7	8	9	10

Q15. Is your primary language a language other than English?

- 1 Yes
- 2 No

Q16. Would it be helpful for you or anyone else in your household to receive communications in another language?

- 1 Yes
- 2 No

Q16a. If yes, what would that preferred language be?

Q16b. What is your preferred language to receive communications? **SINGLE MENTION**

- 11 English
- 12 Spanish
- 13 Traditional Chinese
- 14 Simplified Chinese
- 16 Tagalog
- 17 Vietnamese
- 18 Mixteco
- 19 Zapoteco
- 20 Hmong
- 21 German
- 99 Other (specify)

We are about done. We have some additional questions to help us categorize and reconcile your responses so we can better communicate to your needs.

Q17 What is your gender?

- 1 Male
- 2 Female
- 7 Prefer not to say

Q18 What is your age category?

- 1 18 to 24
- 2 25 to 34
- 3 35 to 44
- 4 45 to 54
- 5 55 to 64
- 6 65 or over
- 7 Prefer not to say

Q19 Do you own or rent your home?

- 1 Rent
- 2 Own/ buying
- 3 Other
- 7 Prefer not to say

Q20 Which of the following best describes your annual household income?

- 11 Less than \$20,000
- 12 \$20,000 to \$39,999
- 13 \$40,000 to \$59,999
- 14 \$60,000 to \$89,999
- 15 \$90,000 to \$129,999
- 16 \$130,000 to \$199,999
- 17 \$200,000 or more
- 97 Prefer not to say

EXIT

Thank you very much for your help with this important research! We appreciate you taking the time to provide us with your feedback.

For questions about the survey or data collection, please email pacificpower@mdcinvoke.com.

To submit your survey responses, please click the >>> button below.

IP NOTE: DIRECT RESPONDENTS TO

Pacific Power: <https://www.pacificpower.net/outages-safety/wildfire-safety.html>

Liberty Utilities: <https://california.libertyutilities.com/south-lake-tahoe/residential/safety/electrical/wildfire-mitigation.html>

BVES: <https://www.bvesinc.com/safety/wildfire-mitigation-plan/>